

A MAMMOTH FREE GIFT DISTRIBUTION

The FREE GIFT DISTRIBUTION

Without one cent cost to you other than a few hours a day of spare-time effort, The Torrance Herald offers you an opportunity to become the proud owner of a new 1955 Ford 4-Door Sedan, Chevrolet 4-Door Sedan or a Plymouth 4-Door Sedan or one of the big cash prizes. Decide to enroll at once. Second, your determination to work and carry on to a successful conclusion.

Here Is Your Opportunity To Earn A New 1955 AUTOMOBILE

Without one cent cost to you other than a few hours a day of spare-time effort, The Torrance Herald offers you an opportunity to become the proud owner of a new 1955 Ford 4-Door Sedan, Chevrolet 4-Door Sedan or a Plymouth 4-Door Sedan or one of the big cash prizes. Decide to enroll at once. Second, your determination to work and carry on to a successful conclusion.



YOU WILL WIN A PRIZE

The Universally Recognized Cars



The above automobile is offered as one of the Grand Capital Prizes in the Torrance Herald Subscription Campaign. This beautiful Plymouth Belvedere 4-Door Sedan was purchased from Whittlesay Motors, De Soto-Plymouth Dealer, 1600 Cabrillo Ave., Torrance. The value of this car is \$2,470.60.

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HOW THE PRIZES WILL BE DISTRIBUTED

- The campaign worker compiling the highest number of points on both new and renewal subscriptions will be awarded the \$500.00 cash prize.
- The campaign worker compiling the next highest number of points on both new and renewal subscriptions will be awarded the \$250 cash prize.
- The campaign worker compiling the next highest number of points on both new and renewal subscriptions will be awarded the \$150 cash prize.
- The campaign worker compiling the next highest number of points on both new and renewal subscriptions will be awarded the \$75 cash prize.
- The campaign worker compiling the next highest number of points on both new and renewal subscriptions will be awarded the \$50 cash prize.

RULES AND REGULATIONS

1. Any reputable man or woman is eligible to enroll in this campaign and work for a prize. Applications may be made from this date until February 14th, 1955. No application accepted after that date.
2. No salaried employee of The Torrance Herald is eligible to enter this distribution. This rule does not apply to county news correspondents, agents or to the parents of carrier boys. The Torrance Herald reserves the right to reject any application.
3. To determine those receiving prizes, same will be decided by their accumulated Points, said Points being represented by ballots issued according to the rules of the campaign.
4. Workers are not confined to their particular town or community in which to secure Points and subscriptions, but may take orders where Points are desired. There will be no exceptions to this rule. Workers will be allowed to collect on renewal subscriptions as well as entirely new subscriptions and Points will be issued for both.
5. Points are free. It costs the subscriber nothing to earn these Points for his or her favorite worker. Subscribers should ask for Points when paying their subscriptions.
6. Points cannot be purchased. Workers cannot withdraw in favor of another worker. Should a worker withdraw from the campaign his or her Points will be cancelled. Neither will it be permissible for workers to give or transfer subscriptions to another worker. Points on such transferred subscriptions will be subject to disqualification at the discretion of the campaign manager.
7. Any collusion on the part of the worker to nullify the campaign or any combination arrangement or effort to the detriment of the workers of this newspaper will not be tolerated. Any worker entering into or taking part in such arrangement, agreement or effort will forfeit all rights to a prize or cash prize.
8. Any Points issued on subscriptions may be held in reserve and published at the discretion of the worker, but it is understood that workers will not be allowed to use their credits in any manner detrimental to the campaign of other workers. The printed Free Points Coupons appearing from week to week during the campaign must be cast for the worker on or before the date appearing thereon.
9. In the event of a tie for any one of the prizes—prizes of identical value will be given by lot.
10. An extension subscription will count Points according to the regular schedule prevailing in the period in which they were turned in, with the exception of the final period.
11. No statement, assertion or promise, either verbal or written, made by any representative, solicitor, agent, or worker varying from the rules and regulations published through the columns of this newspaper will be recognized by the publisher of this newspaper or the campaign manager.
12. In case of typographical or other error it is understood that neither the publisher nor the campaign manager shall be held responsible, except for the necessary correction upon same.
13. Every worker is hereby authorized to collect on presentation of a receipt, subscription payments from present as well as new subscriptions to The Torrance Herald.
14. It is distinctly understood and agreed that workers will be held responsible for all monies collected, and that they will remit such amounts in full at frequent intervals or on demand to the Campaign Department.
15. All workers must remain active throughout the campaign by turning in a one-year subscription or its equivalent each week and failure to do so, will at the discretion of the campaign manager, cause forfeiture of all rights to a prize or commission. All prizes, including commissions, will be awarded at the conclusion of the campaign.
16. To ensure absolute fairness in the distribution of the prizes, the campaign will be brought to a close under a sealed ballot box system, and will be under the personal supervision of two or more of the Judges. During the last week of the campaign the sealed ballot box will be located in the business office of The Torrance Herald, where the workers and their friends can deposit their final collections and reserve ballots. And not until the campaign has been declared closed will the final collections and reserve ballots. And not until the campaign has been declared closed will the final collections and reserve ballots. And not until the campaign has been declared closed will the final collections and reserve ballots.
17. The Torrance Herald guarantees fair and impartial treatment to all workers, but should any question arise, the decision of The Torrance Herald is absolute and final.
18. A worker may reserve the right to print the aid of as many helpers or co-workers as he desires.
19. Anyone not on The Torrance Herald subscription that January 25, 1955, cannot vote as new subscribers.
20. All workers enrolling in The Torrance Herald Free Gift Distribution campaign agree, upon signing the enrollment blank, to abide by the above rules and regulations.

Here Is Your Opportunity To Earn a 1955 Sedan

Without one cent cost to you other than a few hours a day of spare-time effort, The Torrance Herald offers you an opportunity to become the proud owner of a new 1955 automobile. All it takes is, First, your determination to work and carry out to a successful conclusion. TO ENROLL, SIMPLY CLIP OUT THE ENROLLMENT BLANK APPEARING ON THIS PAGE AND SEE THAT IT REACHES THE OFFICE OF THE TORRANCE HERALD AT ONCE. REMEMBER THIS, THERE IS NO ELEMENT OF CHANCE IN THIS CAMPAIGN. YOU ARE GUARANTEED AN AUTOMOBILE OR A CASH PRIZE. READ THIS ANNOUNCEMENT CAREFULLY AND MAKE YOUR ENROLLMENT WITHOUT DELAY.

- \$500 CASH PRIZE
- \$250 CASH PRIZE
- \$150 CASH PRIZE
- \$ 75 CASH PRIZE
- \$ 50 CASH PRIZE

100 FREE POINT COUPONS THE TORRANCE HERALD FREE GIFT DISTRIBUTION

I hereby cast 100 POINTS to the credit of
Miss, Mr. or Mrs. _____
Address _____
This coupon, neatly clipped out, name and address of worker filled in, mailed or delivered to The Torrance Herald, will count as 100 POINTS. It does not cost you anything to cast these coupons for your favorite worker and you are not restricted in any sense in giving them. Get all you can and send them in—they all count.
Do Not Roll or Fold. Deliver in Flat Package.
NOTE—This Coupon must be cast on or before Feb. 5th.

Enrollment Coupon In The Torrance Herald Subscription Campaign

Date Enrolled _____ First Week Expires _____
I hereby Enroll and cast 5,000 Points for
Miss, Mr. or Mrs. _____
Address _____ Phone _____
as a worker in The Torrance Herald Free Gift Distribution.
NOTE—Only one Enrollment Blank accepted for each Worker entering.

NOW!!
THIS IS THE COUPON
STARTS YOU ON THE ROAD
TO THE OWNERSHIP OF A
NEW 1955 FORD, PLYMOUTH
OR CHEVROLET AUTOMOBILE!